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General Manager

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Automotive News

NEW TRUCK REGISTRATIONS BY MAKE AND GVW CLASS

NINE MONTHS, 1980 VS. 1979★

		Group 1 6,000 pounds and less	Group 2 6,001-10,000	Group 3 10,001-14,000	Group 4 14,001-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	**Sept., '80**	.....	.....	.....	.....	.....	.....	.....	**82**	**82**
	Sept., '79	.....	.....	.....	.....	.....	.....	.....	135	135
	Year to Date '80	.....	.....	.....	.....	.....	.....	.....	**1,182**	**1,182**
	Year to Date '79	.....	.....	.....	.....	.....	.....	.....	1,634	1,634
BROCKWAY	**Sept., '80**	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Sept., '79	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '80	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '79	.....	.....	.....	.....	.....	.....	.....	2	2
CHEVROLET	**Sept., '80**	**26,889**	**21,728**	**75**	.....	**89**	**1,206**	**1,014**	**223**	**51,224**
	Sept., '79	35,980	46,763	372	.....	148	3,221	47	507	87,038
	Year to Date '80	**277,043**	**266,780**	**828**	.....	**1,159**	**10,085**	**10,176**	**2,416**	**568,487**
	Year to Date '79	343,575	458,603	4,856	.....	1,296	26,136	996	3,745	839,407
(Memo Units)#	**Sept., '80**	**13,571**	**6,280**	.....	.....	.....	.....	.....	.....	**19,851**
	Sept., '79	16,986	15,062	.....	.....	.....	.....	.....	.....	32,048
	Year to Date '80	**126,229**	**77,866**	.....	.....	.....	.....	.....	.....	**204,095**
	Year to Date '79	156,507	134,727	.....	.....	.....	.....	.....	.....	291,234
DIAMOND REO	**Sept., '80**	.....	.....	.....	.....	.....	.....	.....	**10**	**10**
	Sept., '79	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '80	.....	.....	.....	.....	.....	.....	.....	**83**	**83**
	Year to Date '79	.....	.....	.....	.....	.....	.....	.....	.....	.....
DODGE	**Sept., '80**	**10,400**	**9,040**	**336**	.....	.....	.....	.....	.....	**19,776**
	Sept., '79	12,283	23,184	3,089	17	.....	.....	.....	.....	38,573
	Year to Date '80	**77,080**	**98,572**	**4,009**	**190**	.....	.....	.....	.....	**179,851**
	Year to Date '79	82,747	158,944	30,484	4,357	.....	.....	.....	.....	276,532
(Memo Units)#	**Sept., '80**	**6,967**	**5,468**	**264**	.....	.....	.....	.....	.....	**12,699**
	Sept., '79	5,586	12,703	2,878	.....	.....	.....	.....	.....	21,167
	Year to Date '80	**51,584**	**62,710**	**1,720**	.....	.....	.....	.....	.....	**116,014**
	Year to Date '79	46,873	86,328	25,573	.....	.....	.....	.....	.....	157,774
FORD	**Sept., '80**	**20,470**	**30,812**	**22**	.....	.....	**1,575**	**2,195**	**849**	**55,923**
	Sept., '79	26,279	58,004	13	.....	.....	4,761	1,063	1,826	91,946
	Year to Date '80	**187,909**	**361,063**	**474**	.....	.....	**15,635**	**25,543**	**11,188**	**601,812**
	Year to Date '79	219,154	558,674	305	.....	.....	41,455	11,424	17,436	848,448
(Memo Units)#	**Sept., '80**	**8,503**	**9,919**	.....	.....	.....	.....	.....	.....	**18,422**
	Sept., '79	8,582	16,784	.....	.....	.....	.....	.....	.....	25,366
	Year to Date '80	**77,667**	**119,287**	.....	.....	.....	.....	.....	.....	**196,954**
	Year to Date '79	83,153	170,595	.....	.....	.....	.....	.....	.....	253,748
FREIGHTLINER	**Sept., '80**	.....	.....	.....	.....	.....	.....	.....	**799**	**799**
	Sept., '79	.....	.....	.....	.....	.....	.....	.....	1,105	1,105
	Year to Date '80	.....	.....	.....	.....	.....	.....	.....	**8,415**	**8,415**
	Year to Date '79	.....	.....	.....	.....	.....	.....	.....	9,820	9,820
VOLVO	**Sept., '80**	.....	.....	.....	.....	.....	.....	**72**	**64**	**136**
	Sept., '79	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '80	.....	.....	.....	.....	.....	**2**	**508**	**145**	**655**
	Year to Date '79	.....	.....	.....	.....	.....	.....	.....	.....	.....
GMC	**Sept., '80**	**3,963**	**5,931**	.....	.....	**45**	**924**	**978**	**1,300**	**13,141**
	Sept., '79	7,148	14,678	10	.....	100	2,306	159	1,640	26,041
	Year to Date '80	**39,862**	**71,063**	**6**	.....	**491**	**7,285**	**10,478**	**12,475**	**141,660**
	Year to Date '79	51,432	125,753	838	.....	727	18,954	1,411	13,670	212,785
(Memo Units)#	**Sept., '80**	**633**	**1,596**	.....	.....	.....	.....	.....	.....	**2,229**
	Sept., '79	1,469	4,022	.....	.....	.....	.....	.....	.....	5,491
	Year to Date '80	**7,076**	**19,570**	.....	.....	.....	.....	.....	.....	**26,646**
	Year to Date '79	10,288	36,132	.....	.....	.....	.....	.....	.....	46,420
INTERNATIONAL	**Sept., '80**	.....	**1,719**	.....	.....	.....	**2,049**	**2,061**	**2,637**	**8,466**
	Sept., '79	.....	1,839	.....	.....	.....	3,031	2,453	3,219	10,542
	Year to Date '80	.....	**12,992**	.....	.....	.....	**10,917**	**12,503**	**15,308**	**51,720**
	Year to Date '79	.....	16,934	.....	.....	.....	21,069	20,655	29,634	88,292
(Memo Units)#	**Sept., '80**	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Sept., '79	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '80	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '79	.....	.....	.....	.....	.....	.....	.....	.....	.....
JEEP	**Sept., '80**	**3,557**	**2,067**	.....	.....	.....	.....	.....	.....	**5,624**
	Sept., '79	6,928	4,656	.....	.....	.....	.....	.....	.....	11,584
	Year to Date '80	**38,073**	**23,169**	.....	.....	.....	.....	.....	.....	**61,242**
	Year to Date '79	60,831	44,781	.....	.....	.....	.....	.....	.....	105,612
(Memo Units)#	**Sept., '80**	**3,557**	**1,366**	.....	.....	.....	.....	.....	.....	**4,923**
	Sept., '79	6,928	2,025	.....	.....	.....	.....	.....	.....	8,953
	Year to Date '80	**38,073**	**17,011**	.....	.....	.....	.....	.....	.....	**55,084**
	Year to Date '79	60,831	19,790	.....	.....	.....	.....	.....	.....	80,621
KENWORTH	**Sept., '80**	.....	.....	.....	.....	.....	.....	.....	**741**	**741**
	Sept., '79	.....	.....	.....	.....	.....	.....	.....	1,202	1,202
	Year to Date '80	.....	.....	.....	.....	.....	.....	.....	**8,983**	**8,983**
	Year to Date '79	.....	.....	.....	.....	.....	.....	.....	10,983	10,983
MACK	**Sept., '80**	.....	.....	.....	.....	.....	**117**	.....	**1,538**	**1,655**
	Sept., '79	.....	.....	.....	.....	.....	.....	.....	2,413	2,413
	Year to Date '80	.....	.....	.....	.....	.....	**406**	.....	**15,858**	**16,264**
	Year to Date '79	.....	.....	.....	.....	.....	.....	.....	22,683	22,683
PETERBILT	**Sept., '80**	.....	.....	.....	.....	.....	.....	.....	**541**	**541**
	Sept., '79	.....	.....	.....	.....	.....	.....	.....	532	532
	Year to Date '80	.....	.....	.....	.....	.....	.....	.....	**5,515**	**5,515**
	Year to Date '79	.....	.....	.....	.....	.....	.....	.....	6,684	6,684
PLYMOUTH	**Sept., '80**	**1,769**	**667**	.....	.....	.....	.....	.....	.....	**2,436**
	Sept., '79	1,138	528	.....	.....	.....	.....	.....	.....	1,666
	Year to Date '80	**15,440**	**7,128**	.....	.....	.....	.....	.....	.....	**22,568**
	Year to Date '79	10,948	3,899	.....	.....	.....	.....	.....	.....	14,847
WESTERN STAR	**Sept., '80**	.....	.....	.....	.....	.....	.....	.....	**92**	**92**
	Sept., '79	.....	.....	.....	.....	.....	.....	.....	80	80
	Year to Date '80	.....	.....	.....	.....	.....	.....	.....	**832**	**832**
	Year to Date '79	.....	.....	.....	.....	.....	.....	.....	848	848
WHITE	**Sept., '80**	.....	.....	.....	.....	.....	.....	.....	**413**	**413**
	Sept., '79	.....	.....	.....	.....	.....	.....	.....	478	478
	Year to Date '80	.....	.....	.....	.....	.....	.....	.....	**3,931**	**3,931**
	Year to Date '79	.....	.....	.....	.....	.....	.....	.....	6,841	6,841
MISCELLANEOUS*	**Sept., '80**	**28,784**	**1**	.....	**3**	**4**	**244**	**75**	**154**	**29,265**
	Sept., '79	19,763	1	1	.....	3	228	163	211	20,370
	Year to Date '80	**232,311**	**11**	**12**	**9**	**20**	**2,267**	**1,157**	**1,498**	**237,285**
	Year to Date '79	194,650	11	38	3	25	1,837	1,140	1,782	199,486
TOTALS	**Sept., '80**	**95,832**	**71,965**	**433**	**3**	**138**	**6,115**	**6,395**	**9,443**	**190,324**
	Sept., '79	109,519	149,653	3,485	17	251	13,547	3,885	13,348	293,705
	Year to Date '80	**867,718**	**840,778**	**5,329**	**199**	**1,670**	**46,597**	**60,365**	**87,829**	**1,910,485**
	Year to Date '79	963,337	1,367,799	36,521	4,360	2,048	109,451	35,626	125,762	2,644,904

★—No Oklahoma registrations, 1980 and 1979; Utah, September, 1979.

NOTE: 1980 figures include window vans, 1979 totals do not.

#—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are Chevy-Van, El Camino and Blazer; Dodge, compact trucks, Ford, Econoline and Bronco; GMC, Vandura, Jimmy and Sprint; International Scout, Jeep, CJ-5, CJ-7. *—Miscellaneous includes imports, Hendrickson, Jenkosh, etc.

—Compiled from R. L. Polk & Co. data.

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But adjustable steering columns decline

Bucket seat installations up in '80

By Joseph Bohn
Marketing Editor

Bucket seats continued gaining popularity on '80-model domestic cars, but adjustable steering columns declined sharply, an AUTOMOTIVE NEWS survey reveals.

Bucket seats are expected to continue gaining popularity because they fit in with the trend toward smaller cars and because they are capable of meeting safety laws with passive restraints as opposed to more expensive air bags.

In '80, the industry installed bucket seats in 36.89 percent of cars, equal to 2,635,904 units. That was up from 30.48 percent, or 2,848,523 in '79. (The lower volume figure for '80 reflects the sharp decline in total industry production.)

General Motors installed these type seats in 1,349,957 cars, equal to 29.44 percent of production. That compared with 1,288,101, or 24.99 percent in '79.

The figure at GM could have been considerably higher, except for a phase-out of Buick Skyhawk and Oldsmobile Starfire production. At Pontiac, for example, where the Sunbird remained a strong seller, it accounted for 143,070 installations of bucket seats, equal to 100 percent of output.

Ford Motor installed bucket seats in 592,774 cars, equal to 43.16 percent of production. That compared with 948,355, or 34.45 percent in '79.

Chrysler Corp. installed the seats in 400,721, or 52.36 percent of its cars. In '79 only 37.20 percent of Chrysler cars, equal to 422,526, carried the option.

American Motors installed bucket seats in 69,185 cars, equal to 34.97 percent of output. That was up sharply from 56,720, or 33.48 percent in '79.

Volkswagen, of course, installed only bucket seats in the 223,267 Rabbits it built last year.

Adjustable steering columns accounted for 2,493,126 units in industry volume, equal to 34.89 percent of production. That was down sharply from 3,823,670, or 40.91 percent in '79.

General Motors, which accounted for 81.60 percent of industry installations, equipped 3,034,385 of its cars with this option. That was equal to 44.37 percent of GM's production.

Still, it reflected a sharp decline from the 2,710,019 units installed in '79 models and the 52.58 percent penetration they represented.

Ford Motor installed adjustable steering columns in 283,886 of its cars, equal to 20.67 percent of output. That was down substantially from 827,706, or 30.07 percent in '79.

Chrysler Corp. installed the option in 112,908 cars, equal to 14.75 percent of output. That, too, was down sharply from 231,715, or 20.40 percent in '79.

American Motors installed the item in 61,947 cars, equal to 31.31 percent of output. That was up from 54,230, or 32.01 percent in '79.

VW didn't offer adjustable steering columns on '80-model domestically-built Rabbits.

INTERIOR DRIVER OPTIONS

	Bucket Seats	Percent of Output	Adjustable Steering Column	Percent of Output
AMERICAN MOTORS	69,185	34.97	61,947	31.31
Eagle	NA	—	26,019	56.10
Concord	NA	—	25,344	31.50
Spirit	69,185	97.40	10,584	14.90
CHRYSLER CORP.	400,721	52.36	112,908	14.75
C-P Division	218,352	48.29	79,401	17.56
Horizon	162,478	100.00	NA	—
Volare	24,479	22.30	4,940	4.50
'80 Gran Fury	NA	—	3,913	20.90
Cordoba	27,590	48.00	27,935	48.60
Chrysler	NA	—	18,662	64.10
LeBaron	3,805	5.10	23,951	32.10
Dodge Total	182,369	58.25	33,507	10.70
Omni	138,155	100.00	NA	—
St. Regis	NA	—	6,093	35.70
Diplomat	2,862	7.50	8,549	22.40
Aspen	17,265	20.20	5,043	5.90
Mirada	24,087	70.40	13,822	40.40
FORD MOTOR	592,714	43.16	283,886	20.67
Ford Division	461,530	47.04	168,159	17.14
Pinto	124,720	100.00	NA	—
Mustang/Mustang II	271,322	100.00	22,248	8.20
Fairmont	52,283	22.30	15,943	6.80
Granada	6,149	6.80	15,554	17.20
Thunderbird	7,056	4.50	77,304	49.30
Ford	NA	—	37,110	35.90
L-M Division	131,244	33.44	115,727	29.49
Bobcat	24,650	100.00	NA	—
Capri	79,984	100.00	NA	—
Zephyr	18,568	26.50	11,912	17.00
Monarch	3,357	11.00	5,310	17.40
Cougar/XR7	4,178	7.20	27,737	47.80
Mercury	NA	—	36,400	67.00
Lincoln	NA	—	29,828	95.50
Versailles	507	10.60	4,540	94.90
Mark VI	NA	—	NA	—
GENERAL MOTORS	1,349,957	29.44	2,034,385	44.37
Buick Division	29,165	3.64	472,599	59.06
Skyhawk	6,990	84.00	3,737	44.90
Skylark	8,896	4.20	83,453	39.40
Century	1,039	0.70	73,472	49.50
[illegible]nal	12,240	5.70	127,767	59.50
Buick	NA	—	136,619	81.20
Riviera	NA	—	47,551	97.80
Cadillac Division	NA	—	222,551	96.33
Seville	NA	—	39,344	100.00
Cadillac	NA	—	132,050	95.00
Eldorado	NA	—	51,157	97.10
Chevrolet Division	933,662	46.04	535,826	26.42
Chevette	451,549	100.00	36,124	8.00
Monza	169,737	100.00	27,837	16.40
Camaro	152,021	100.00	79,507	52.30
Citation	91,760	14.70	136,080	21.80
Malibu/Chevelle	5,552	2.00	55,515	20.00
Monte Carlo	22,429	17.80	61,365	48.70
Chevrolet	NA	—	98,784	53.00
Corvette	40,614	100.00	40,614	100.00
Oldsmobile Division	64,861	7.65	494,230	58.32
Starfire	8,237	100.00	NA	—
Omega	25,656	19.10	37,073	27.60
Cutlass	23,642	5.60	228,398	54.10
Oldsmobile	3,590	1.50	187,621	78.40
Toronado	3,736	8.60	41,138	94.70
Pontiac Division	322,269	47.49	309,179	45.56
Sunbird	143,070	100.00	33,707	23.56
Phoenix	37,495	21.03	58,533	32.83
Firebird	107,340	100.00	67,775	63.14
LeMans	2,388	3.90	20,608	33.66
Grand Prix	30,342	26.45	74,862	65.26
Pontiac	1,634	2.21	53,694	72.60
VOLKSWAGEN	223,267	100.00	NA	—
Total Cars, U. S.	2,635,904	36.89	2,493,126	34.89

NOTE: Installation numbers are based on U.S. car production only, with the exception of Chrysler's Cordoba and Mirada which were sourced in Canada only. The '80 production was 7,145,356. This included 4,585,387 for General Motors; 1,373,582 for Ford Motor; 765,253 for Chrysler Corp.; 197,867 for American Motors and 223,267 for Volkswagen.

The Chrysler total includes 34,214 Miradas and 57,479 Cordobas. It excludes 7,846 Caravelles, sourced in the U.S. but sold only in Canada.

Similarly, the GM total excludes 19,651 Acadians, sourced in the U. S. but sold only in Canada.

The Plymouth Voyager, Dodge Sportsman, Ford Club Wagon and Chevrolet Sportvan are no longer included in domestic production, since manufacturers began counting them as trucks in '80.

Delaware wants delay in I/M tests; blames slow EPA

DOVER, Del. — State officials called for a one-year delay in a mandatory auto emission inspection program for New Castle County, claiming the federal government has been too slow in developing pollution test standards.

The state had planned to begin inspections in January, 1982, but will ask the EPA to delay the start of the full program until January, 1983.

Robert R. French, chief of Delaware's air pollution control section, said the state didn't find out until late June that the federal agency is planning to set standards for the state inspection program. He said the state can't afford to buy testing equipment or develop auto mechanics' training programs and then to have to start over again if EPA changes the rules.

In order to get a three-year exemption from 1982 air pollution standards, the state must begin an emission-testing program by 1982. But the state does not believe it can get the inspection and maintenance program off the ground by the deadline, even if EPA adopts the regulations in the next few months, as is now anticipated.

The state is proposing to begin inspections in January, 1982, but it won't begin requiring that repairs be made on cars that flunk the test until 1983.

letterbox

Continued from Page 10

Advertising Assn. has hit what must be the absolute alltime low in the history of automotive advertising.

"But it got 43 MPG," which graphically depicts the aftermath of an automobile accident, is a most disgusting display of absolute panic run amuck I have ever seen.

This vulgar type of scare advertising rivals the very worst of political advertising. It is degrading to Chevrolet, its dealers, the advertising industry and a shocking insult to the intelligence of the buying public.

I predict that if the Chevrolet dealers continue this kind of irresponsible advertising they will suffer public indignation and the resulting loss of sales which they can ill afford.—**Harry P. Murphy Jr.,** Ramsey, N. J.

Style AND economy

Why can't American manufacturers give the public what it wants?

I do not want to give up style for economy. I want a sports model that has style and good gas mileage.

I was going to wait for a Ford EXP, but I read in your paper that it will not have a five-speed transmission until next fall. Tell Ford Motor Co. that if it does not have the sense to put a five speed in their sports model it has lost another car to Honda.

If I have to pay eight to nine thousand for a car, I will not settle for less than I want. I will wait till April and see.—**William M. Corwin,** Terre Hill, Pa.

Combined shops

As a consumer, I would like to advance several ideas and suggestions to the car dealers which might help bring down a bit those high prices on the new domestic models.

Why not combine the service departments of several dealerships into a single shop under one roof? This approach, I believe, could:

1. Reduce the overhead for each dealership in constructing and maintaining its own separate service department. Since the cost of the real estate is usually higher where the location of a dealership is more desirable, the service department can be on a less expensive property since its location is not that important to its overall function. This could result in each dealership needing less prime land for its operation, especially in the cities.

2. Permit fewer number of mechanics to work more productively by cross-training them on various models.

3. Reduce the duplication in the diagnostic equipment, car lifts and other fixtures.

4. Permit the standardization of labor costs and improve the overall quality of work. With the present state of the art in diagnostic equipment, tools, shop manuals, etc., there is really no excuse why a customer should have to keep coming back several times to have the same malfunction corrected; or why the car cannot be fixed on time.

5. Permit the application of quality of work life programs among the management and employes of the service department to ensure that the highly skilled people stay with the company.

6. Free the resources of the individual dealerships so they can concentrate on the selling aspect and the training of their salesmen, who could use much more detailed technical knowledge for each model they sell.

Domestic car dealerships ought to take a more active role in pressing the car manufacturers for a product appropriate for the current and future energy situation, rather than just waiting for car buyers to start the "stampede" toward the imported products.

Since in some areas the dealerships are bunched next to each other, why not have a shopping - mall - type arrangement in which the automotive-related products and services are brought in one place?

Why not have dealer-operated driving schools which also instruct in the basic car maintenance for the car owners?

And, lastly, why not have the dealers push for mandatory car inspections?

With the current money problems in this state which resulted in some worthwhile car-related programs being cut (such as the road test for student drivers), the automotive industry can take up the slack and ensure us, the driving public, somewhat safer roads while allowing itself a reasonable profit. — **Bud Damnjanovich,** Utica, Mich.

Model breakdown
Auction averages

	November	October	September
1980	$6,088	$6,311	$6,350
1979	5,015	5,021	4,787
1978	3,879	3,793	3,841
1977	3,091	3,120	3,240
1976	2,146	2,223	2,362
1975	1,674	1,804	1,741
1974	1,248	1,343	1,350
1973	987	1,079	1,167
Overall Average	$3,795	$3,665	$3,545

Used car sales
Auction averages

November to date	$3,795
Month ago	$3,665
Year ago	$3,293

Saab as sedan

Saab adds a four-door notchback sedan to its U. S. lineup for '81. Available with normally aspirated or turbocharged four-cylinder engine, the new Saabs get a wider side molding, standard front power windows, new outside mirrors adjustable from the inside and aluminum rear panel.

Saab adds four-door model, redesigns engine for 1981

ORANGE, Conn. — A four-door notchback sedan has been added to the Saab 900 lineup for the U. S. in 1981.

The new sedan has a lightly curved window and trunk lid that extends to the rear window trim. Rear seat can be folded to provide a flat floor almost 6 feet long.

The Saab 900 sedan is available with a redesigned, normally aspirated four-cylinder engine or turbocharged engine.

Other changes for Saab this year include automatic transmission for the Saab Turbo models, a larger fuel tank (16.6 gallons) and simplified model designations.

The Saab Turbo's automatic gets a new torque converter, raised reduction ratio of primary drive and extra bands and special shift governor.

The five-speed transmission is standard on all Saabs for '81, and its first-gear ratio has been lowered for more low-end traction.

Saab's two-liter engine has been redesigned to shed 25 pounds. Renamed the Saab H-Engine, it has fewer moving parts. The engine block is said to be simpler and easier to service.

A new turbocharger with an integrated wastegate (charging pressure control valve) is controlled by the pressure in the intake manifold instead of by the pressure in the exhaust manifold, as in the past.

The new turbocharger uses a redesigned turbine, said to give better throttle response, especially at low speeds.

A new system of model designation means the basic Saab 900 is available as a three-door hatchback.

The earlier upscale normally aspirated EMS and GLE models are replaced by the Saab 900S models, in three-door hatchback and four-door notchback configurations. Equipment in the Saab 900S range is approximately the same as in the Saab Turbo versions.

used-car auction directory

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U. S. makers schedule 527,875 cars

December production to top '79

By Patricia Hoffman
Staff Writer

U. S. car production in December will increase from a year ago, however calendar 1980 will end with a build of about 6.5 million, the lowest since the 5,522,004 completed in 1961.

The forecast for December is 527,875, an increase of 16.10 percent from the 454,669 built in December, 1979.

Breakdown by company is: General Motors, 305,000, up 1.71 percent from 299,851 built one year ago; Ford, 128,000, up 64.14 percent from 75,674; Chrysler, 68,000, up 38.13 percent from 49,227; Volkswagen, 15,470, up 2.90 percent from 15,033; American Motors, 11,135, down 23.87 percent from 14,627, and Checker, 270, up 5.05 percent from 257.

The estimate for November is 551,437, down 12.10 percent from the 627,346 built in the same month last year. Actual November figures will be reported this week.

Due to the shortened-holiday week, planned production for the week ended Nov. 29, was 92,653, down 37.30 percent from the 147,774 built the previous week and down 36.14 percent from the 145,095 built the same week a year ago.

Ford's San Jose (Mustang, Capri) plant was closed last week for the second of two weeks. The point will reopen today (Dec. 1).

GM's Norwood plant reopened last week, after a strike over local issues had closed the plant Nov. 12.

GM's Lordstown facility shut down production of the Monza and Sunbird Nov. 26 for changeover to production of the new J-cars. Startup is scheduled after the new year.

Breakdown for last week was: GM, 56.50 percent; Ford, 23.63 percent; AMC, 3.50 percent; VWoA, 2.94 percent, and Checker, 0.09 percent. Chrysler's weekly figures for the weeks ended Nov. 22 and Nov. 29 were estimated by •Automotive News because actual figures were not received by presstime. The estimated by Automotive News 13.34 percent of last week's total.

So far this year, the auto makers have built 5,806,933 units, down 27.02 percent from 7,957,007 through Dec. 1, 1979.

142,400 trucks slated for month, lowest since 1963

U. S. truck production in December is scheduled to be the lowest for the month since 1963, and the year's total will be the lowest since the 1,583,886 assembled in 1967.

The forecast for the month is 142,400, down 2.95 percent from the 146,721 in 1979. In December, 1963, truck makers assembled 123,965.

Breakdown by company is: General Motors, 75,000, up 20.01 percent from 62,483; Ford, 44,000, down 19.33 percent from 54,547; Chrysler, 6,000, down 56.68 percent from 13,853; AM Jeep, 5,900, down 21.03 percent from 7,472; Volkswagen, 2,210, up 2.59 from 2,154; miscellaneous, 1,700, down 40.62 percent from 2,863; Mack, 1,600, down 8.09 percent from 1,741, and AM General, 290, down 81.96 percent from 1,608.

The December forecast for International Harvester is 5,700. There was no production in December last year due to a strike.

The estimate for November is 146,307, down 20.91 percent from 185,001 built in November, 1979. The estimate is the lowest for the month since the 92,449 assembled in 1970.

Planned output last week was 26,146, down 34.20 percent from the 39,738 units assembled the previous week. The drop was due to a holiday shortened week and was down 40.56 percent from the 43,992 assembled the same week a year ago.

Planned fourth-quarter truck production is 466,823, down 16.66 percent from the 560,143 produced in the same quarter a year ago, and the lowest since 344,420 produced in the fourth quarter of 1970.

There were no truck plants closed during the holiday week and no overtime was scheduled.

Canadian output holds steady for November

Canadian car and truck production in November changed only slightly from the comparable month in 1979.

Truck output in November is estimated at 46,478, a drop of 1.28 percent from the 47,081 assembled in the same month last year.

Car production for the month is estimated at 79,423, a decrease of 0.48 percent from the 79,811 built in November, 1979.

Car output last week was scheduled at 18,561, down 15.43 percent from the 21,949 assembled the previous week and up 6.22 percent from the 17,473 built the week ended Dec. 1, 1979.

Truck production last week was planned at 10,503, down 11.12 percent from the 11,818 built the previous week and down 12.03 percent from the 11,940 assembled the same week a year ago.

Ford will close its St. Thomas plant Dec. 5, discontinuing production of the Fairmont and Zephyr. Ford will resume operation of the St. Thomas plant Feb. 2, 1981, with two new lines, the Ford Escort EXP and the Mercury Lynx LN7.

Chrysler closed its Windsor car plant (Cordoba, Mirada) last week, but will reopen it today (Dec. 1).

So far this year, the auto makers have assembled 1,232,951 units, down 18.65 percent from the 1,515,736 built through Dec. 1, 1979.

Truck makers have assembled 462,331, down 22.89 percent from the 599,637 built during the same period last year.

breaking news

Continued from Page 1

Saab production to be cut back

LINKOPING, Sweden. — Saab-Scania is going to reduce production of passenger cars by idling assembly lines for 20 days in December, January and February. This will cut some 6,000 cars from the schedule. Although sales have been sluggish, the company said it is reducing production because high interest rates have made it too expensive to maintain stocks around the world.

Korean buys Panther Westwinds

BYFLEET, England. — Panther Westwinds, the specialist car manufacturer which went bankrupt a year ago, has been sold to Young C. Kim, a South Korean businessman. Kim has formed a partnership with Bob Jankel, founder of Panther Westwinds, and says he intends to resume production of the Panther range and possibly the Equus sports car.

Metro outsells Escort in UK

LONDON. — BL Metro outsold Ford Escort in the UK during the first 10 days of November, although both of the new British cars suffered from short supply. Metro's market share was 6.7 percent, compared with 6.4 percent for Escort. BL dealers say that adequate supplies could push Metro's share to 8 or 9 percent this month.

TRUCK PRODUCTION IN U. S.†

	Week Ended Nov. 29, 1980	Same Week 1979	Week Ended Nov. 22, 1980	1980 Nov. Est.	Jan. 1, to Dec. 1, 1979	Jan. 1, to Nov. 29, 1980
CHEVROLET	8,185	18,000	13,399	47,622	916,879	427,256
DODGE/PLYMOUTH	1,600	4,550	.....	4,830	298,490	110,582
FORD	9,289	11,332	16,080	57,462	974,743	539,039
GMC	3,043	5,345	5,083	18,140	317,548	138,884
INTERNATIONAL	1,038	.....	1,730	5,062	115,642	59,767
MACK	276	250	513	1,657	33,988	21,246
JEEP	1,740*	2,975*	1,740*	6,960*	176,479*	74,381*
AMC CORP.	85*	450*	85*	340*	20,505*	7,786*
VOLKSWAGEN	500*	650	500	2,000	38,150	35,125*
MISCELLANEOUS	390	440	608	2,234	498	25,012
Total Trucks, U. S.	26,146	43,992	39,738	146,307	2,892,922	1,439,078

CANADIAN TRUCK PRODUCTION

	Week Ended Nov. 29, 1980	Same Week 1979	Week Ended Nov. 22, 1980	1980 Nov. Est.	Jan. 1, to Dec. 1, 1979	Jan. 1, to Nov. 29, 1980
CHRYSLER CORP.	.....	1,600	570	3,013	52,336	45,722
FORD MOTOR	3,624	2,800	3,749	12,523	205,860	163,010
GENERAL MOTORS	6,584	5,950	7,169	23,347	268,575	218,810
AMERICAN MOTORS	.....	1,040	.....	6,304	49,784	18,127
INTERNATIONAL	295	465	302	1,199	19,440	14,791
MACK	.....	85	28	92	3,642	1,871
Total Trucks, Canada	10,503	11,940	11,818	46,478	599,637	462,331
N. American Trucks	36,649	55,932	51,556	192,785	3,492,559	1,901,409

†—Now includes window van production. *—Estimated.

Jeep includes commercial vehicles only. All General includes government-destined vehicles.

U. S. CAR PRODUCTION

	Week Ended Nov. 29, 1980	Same Week 1979	Week Ended Nov. 22, 1980	1980 Nov. Est.	Jan. 1, to Dec. 1, 1979	Jan. 1, to Nov. 29, 1980
AMERICAN MOTORS	3,275*	4,125	3,275*	13,100*	169,497	153,063*
Eagle	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
AMX	.....	.....	.....	.....	.....	.....
Pacer	.....	.....	.....	.....	.....	.....
Spirit	.....	.....	.....	.....	.....	.....
CHRYSLER CORP.	12,360*	17,890	20,600*	70,393*	857,266	583,456*
Plymouth Total	5,670*	7,440	9,450*	33,571*	347,205	267,990*
Horizon	1,980*	3,640	3,300*	8,499*	159,016	141,719*
Volare	.....	3,560	.....	.....	175,137	51,735
Gran Fury	90*	.....	150*	240*	4,297	13,999*
Caravelle	60*	240	100*	379*	8,755	5,683*
Reliant	3,540*	.....	5,900*	24,453	.....	54,854*
Chrysler Total	1,470*	2,590	2,450*	6,927*	173,513	79,109*
Chrysler	570*	.....	950*	1,520*	75,068	18,225*
LeBaron	900*	2,590	1,500*	5,407*	98,445	56,408*
Dodge Total	5,220*	7,860	8,700*	29,895*	336,548	240,834*
Omni	1,650*	3,130	2,750*	7,324*	139,066	118,907*
St. Regis	270*	.....	450*	720*	24,751	12,989*
Diplomat	360*	1,370	600*	2,528*	47,796	28,008*
Aspen	.....	3,360	.....	.....	124,935	36,881
Aries	2,940*	.....	4,900*	19,323*	.....	44,049*
FORD MOTOR	21,901	34,906	32,713	124,918	1,931,227	1,162,704
Ford Division	14,388	22,093	22,099	84,588	1,293,400	830,894
Pinto	.....	3,518	.....	.....	165,616	68,179
Must./Must. II	2,517	5,161	4,110	17,116	354,212	214,833
Fairmont	1,384	6,419	2,420	9,079	197,690	186,273
Granada	2,657	2,995	4,579	16,632	136,092	101,446
LTD II	.....	.....	.....	.....	22,746	.....
Thunderbird	2,103	4,000	.....	5,853	254,996	106,144
Ford	1,050	.....	2,100	7,266	162,048	83,362
Escort	4,677	.....	8,890	28,912	.....	70,657
L-M Division	7,513	12,813	10,614	338,348	637,827	331,810
Mercury Total	6,521	9,112	8,608	33,864	492,672	286,341
Bobcat	.....	494	.....	.....	42,316	12,445
Capri	747	2,500	1,378	5,831	104,890	62,230
Zephyr	920	2,136	1,395	4,494	58,333	61,806
Cougar/Monarch	947	1,412	1,465	5,927	58,425	22,372
XR-7	655	.....	.....	1,845	132,951	52,783
Mercury	774	2,570	1,311	4,719	95,757	49,742
Lynx	2,478	.....	3,119	11,048	.....	24,963
Lincoln Total	992	3,701	1,946	6,466	145,155	45,469
Lincoln	541	1,311	1,062	3,354	69,692	19,216
Versailles	.....	393	.....	.....	11,757	1,866
Mark VI	451	1,997	884	3,112	63,706	24,387
GENERAL MOTORS	52,302	84,994	87,236	326,930	4,836,758	3,727,507
Buick Division	10,139	18,661	17,660	63,389	731,029	701,931
Skyhawk	.....	375	.....	.....	24,055	.....
Skylark	2,661	3,499	4,974	17,810	107,710	196,656
Century	1,840	2,690	3,375	11,232	62,981	150,054
Regal	2,954	5,135	4,920	17,385	243,469	183,574
Buick	2,010	5,350	3,273	13,071	238,496	132,283
Riviera	674	1,612	1,118	3,891	54,318	39,364
Cadillac Division	2,510	7,063	4,599	15,919	323,840	179,267
Seville	414	1,486	711	2,415	44,617	30,832
Cadillac	1,337	4,266	2,675	9,133	217,023	106,203
Eldorado	759	1,311	1,213	4,371	62,200	48,690
Chevrolet Division	23,281	26,185	36,616	140,256	2,124,548	1,595,310
Chevette	5,540	8,905	6,314	30,364	386,558	418,471
Monza ('80)	1,801	3,240	2,634	10,486	149,606	148,201
Camaro	1,450	.....	1,543	7,564	244,666	107,747
Citation	5,180	10,020	10,103	35,006	291,000	415,104
Malibu	3,700	1,845	6,537	23,472	368,467	241,932
Monte Carlo	2,200	1,125	3,682	12,990	216,354	109,506
Chevrolet	2,880	.....	4,814	16,865	422,585	114,290
Corvette	530	1,050	989	3,509	45,310	40,059
Oldsmobile Division	11,340	21,822	20,369	68,737	966,806	725,223
Starfire	3,366	630	6,403	9,769	20,727	9,769
Omega	1,362	1,951	2,462	8,883	50,957	100,726
Cutlass	2,596	9,491	4,672	26,736	496,005	337,282
Oldsmobile	3,485	8,330	5,949	20,279	348,513	207,864
Toronado	531	1,420	883	3,070	50,604	69,582
Pontiac Division	5,032	11,263	7,992	38,629	690,535	525,776
Acadian†	260	295	268	1,054	16,116	18,006
Sunbird ('80)	2,048	2,223	3,927	13,685	98,144	145,838
Phoenix	1,561	2,745	3,246	79,978	80,041	123,612
Firebird	999	.....	794	4,836	182,626	72,166
LeMans	868	870	1,155	6,476	84,325	57,785
Grand Prix	1,460	2,410	1,957	7,300	90,294	66,413
Pontiac	144	2,720	239	870	138,989	48,458
VOLKSWAGEN	2,730	3,080	3,867	15,786	158,869	177,281
CHECKER	85*	100	83	310	4,350	2,922
Total Cars, U. S.	92,653	145,095	147,774	551,437	7,957,967	5,806,933

CANADIAN CAR PRODUCTION

	Week Ended Nov. 29, 1980	Same Week 1979	Week Ended Nov. 22, 1980	1980 Nov. Est.	Jan. 1, to Dec. 1, 1979	Jan. 1, to Nov. 29, 1980
AMERICAN MOTORS	480	.....	420	1,419	.....	1,419
CHRYSLER CORP.	.....	4,400	1,830	5,064	117,775	67,514
FORD MOTOR	5,440	4,640	5,482	21,759	268,379	234,006
GENERAL MOTORS	12,416	8,208	13,992	50,304	521,820	458,559
VOLVO	225	225	225	877	8,125	9,122
Total Cars, Canada	18,561	17,473	21,949	79,423	916,099	770,620
N. American Cars	111,214	162,568	169,723	630,860	8,874,066	6,577,553
N. American Trucks	36,649	55,932	51,556	192,785	3,492,559	1,901,409
North American Cars and Trucks	147,863	218,500	221,279	823,645	12,366,625	8,478,962

†—All Acadians and Caravelles are built for sale in canada. *—Estimated.

12/10/80 C2700-1

Automotive News

Detroit, December 8, 1980

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Japanese luxury

Datsun Laurel gets new body

Datsun Laurel has been given a new body to go with its refined mechanicals. An optional voice warning system tells the driver if he leaves the lights on and the electric windows can be operated up to 30 seconds after the ignition is switched off. The Laurel, which is about the same size as the 810, will not be sold in the U. S.

House rejects bill to require air bags in some '83 models; passive restraints still in effect

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — The House of Representatives said no to air bags again last week, rejecting legislation that would have required General Motors, Ford Motor Co., Toyota, Nissan and Volkswagen of America to offer air bags in one line each in 1983.

The legislation, rejected by a vote of 189 to 186, would have delayed the current passive restraint standard which is due to take effect in 1982. It also would have reversed the current schedule so that small cars would have been the first to be required to have passive restraints.

The action by the House means car makers must offer either passive belts, passive restraints or air bags in large cars in 1982, in medium-size cars in 1983 and small cars in 1984.

Besides dropping the air bag requirement, the House's rejection of the compromise legislation also throws out the door a plan to reduce the bumper standard from 5 MPH to 2.5 MPH. Also rejected is an exemption for tire dealers and distributors from mandatory tire registration which would have authorized DOT to require tire makers to give public notice of a tire recall when in the public interest.

• Another compromise proposal was being worked out at press time by Rep. John Dingell, Michigan Democrat, and James Scheuer, the New York Democrat who championed the original compromise proposal.

It would at minimum allow for a delay of the standard to 1983 and reverse the order of passive restraints, to start with small cars.

But in the helter-skelter closing days of Congress, there was concern expressed that the new compromise would not succeed, since it would need a two-thirds majority approval in both House and Senate.

Opponents of the rejected measure, led by Dingell, charged that it would have meant Congress would have been legislating design standards, a practice it previously rejected.

"A more reasonable approach would be to allow the marketplace to determine whether air bags will be in automobiles in the future," Dingell said.

GM and Ford have already announced they will voluntarily install air bags in certain cars

Continued on Page 39. Col. 1

Nissan-VW venture bid first step to alliance?

By Edward Lapham
Financial Editor

Nissan Motor Co. Ltd. and Volkswagenwerk AG jointly announced last week they are studying the possibility of a venture to produce VW cars in Japan. It was widely viewed by industry analysts as the preliminary stage of the first of many such arrangements.

No details were announced other than the statement that a team of VW and Nissan officials would study the various possibilities and decide if an arrangement is feasible.

Arvid Jouppi, John Muir & Co. auto analyst, said such an arrangement would be "the first direct link between Europe and Japan" with worldwide consequences.

He said that at the moment there are only two companies which can effectively compete on a Europe/American/Asia basis: General Motors and Ford Motor Co.

"The only way for other companies to compete in the world component concept market is through these alliances," Jouppi said. "I believe this will be pattern-setting and fit right into the continuing pattern of worldwide cooperation."

Other analysts agreed with Jouppi's "three-legged stool" theory that Europe/American/Asia marketability will be re-

Continued on Page 6, Col. 2

breaking news

Chrysler ties rebates to prime rate

DETROIT.—Chrysler Corp. has announced a cash rebate that fluctuates with the prime interest rate. Buyers of new 1981 domestic models except Imperials who finance purchases through loans are eligible. Rate of rebate is the difference between the prime at the time of purchase and a flat 12 percent. That rate is multiplied by the sticker price. Rebates run Dec. 3-Jan. 20.

Ford offers interest break

DETROIT. — Ford Motor Co. has launched a 12-percent loan program for buyers of Mustang, Granada, Thunderbird, Capri, Cougar and Cougar XR-7. Ford Motor Credit will participate; other loan institutions may be added. Cars delivered to buyers by Feb. 7 are eligible.

Honda celebrates with Accord SE model

MARYSVILLE, O.—Honda is marking its 10th year of selling cars in the U. S. with a special limited-edition Accord SE (special edition) model. The SE's standard equipment includes leather seats, special paint, mag wheels, air conditioning and power steering, doors and locks. Only 3,000 will be sold. Price is about $10,000.

Bob Irvin—'the best newsman on the auto beat'—dies at 47

DETROIT.—In the days when Walter Reuther of the UAW and Louis G. Seaton of General Motors made auto contract talks world news, a young, aggressive reporter from United Press International found a way to improve the system.

In a hall area where the company and union regularly held press conferences to announce developments, Bob Irvin had a phone installed and stashed under some risers months before negotiations reached the crucial stage.

Months later, when the settlement was finally announced, Irvin plucked the phone from its hiding place and began dictating to the world via UPI's wires, even as the announcement was being made.

He caught his competition flatfooted in the race to file. That typical Irvin coup prompted other news services to install their own phones under the risers.

Robert W. Irvin, Automotive News editor-at-large, died last Monday, Dec. 1, in Chicago. He was 47.

• The innovative method Mr. Irvin used to beat the competition in that contract year was only one of many which made him widely recognized as the world's leading auto writer.

Mr. Irvin's 25-year career as a newsman began when he joined United Press in 1955 after serving with a U. S. Army intelligence unit in Korea. He worked for UPI for 10 years and was the wire service's auto writer from 1961 to 1963 and Detroit Bureau chief from 1963 to 1965.

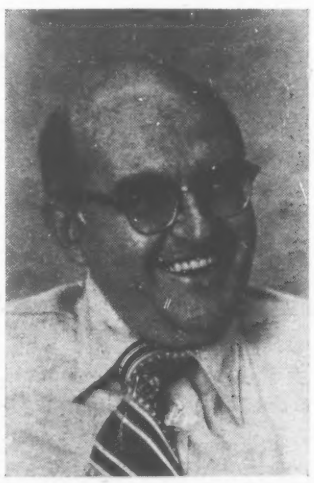
In 1965 he joined the Detroit News where he worked for 12 years as automotive writer and earned a reputation as a fine reporter and one of the best auto writers in the world.

Newsweek magazine once called Mr. Irvin "the best newsman on the auto beat." It was a title which he relished.

During his years at the Detroit News, Mr. Irvin also wrote for a number of freelance clients which included Reuters news service, the New York Times, the Washington Star, United Features syndicate, North American Newspaper Alliance, Argosy, Motor Trend and several trade publications.

Colleagues would often see Mr. Irvin after some event with a telephone receiver in each hand, simultaneously dictating stories to the News and the New York Times or one of his many other clients.

In September, 1977, Mr. Irvin joined Crain Communications Inc. as Automotive News editor-at-large as well as editor and associate publisher of Auto-Week, a weekly enthusiast motorsport publication.



Robert W. Irvin: 1933-1980

The move to Automotive News surprised most people in or close to the auto industry and it left the various pieces of his freelance empire "up for grabs," as he devoted all of his time and energy to the two Crain publications.

Mr. Irvin contributed much to the industry, and he was quite often involved in the "big" stories about the industry in a period when Detroit was undergoing a metamorphosis.

Some consider his 1971 Detroit News series about faulty GM engine mounts his finest work because it is credited with having led to a massive recall.

There were, however, many fine examples of Mr. Irvin's work, including his development of the fine art of spy photography over the years to his in-

Continued on Page 34, Col. 1

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Would give President power to deal with Japanese

Import resolution stalled in Senate

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — At press-time, the fate of a resolution giving the President temporary power to negotiate restraint in auto imports with the Japanese is far from clear. It depends upon the steadfast opposition of two key senators—Rhode Island Republican Senator John Chaffee and retiring Illinois Democrat Senator Adlai Stevenson III—and on whether an amendment added by Republican Pennsylvania Senator John Heinz to include auto parts will be dropped on the Senate floor.

The latter move is necessary because a conference to iron out differences with the House-passed version is extremely unlikely in the dying hours of the 96th Congress.

At a hastily called meeting of the Senate Finance Committee, the resolution as passed by the House but with the Heinz amendment got reported with two dissenting votes — Chaffee and Minnesota Republican David Durenberger. Nonetheless, there was a confusing interchange on whether Chaffee could file a minority dissent in a report which Chairman Russell Long said would not have majority views or even the existence of a report from which to dissent.

But at least it became clear that Senate passage was clouded: If the resolution gets to the floor, either on its own or as an amendment hung on to another bill, it was going to be strongly contested by at least two senators and possibly also even be filibustered. This was hardly a sanguine outlook in a Senate already embroiled in two other filibusters as it churned into the last 24 hours.

On the other hand, the plan was to add the resolution to the debt ceiling limit proposal—so-called "must" legislation—and a guarantee it will be considered. Its major sponsor, Michigan Democrat Senator Don Riegle feels sure he has the votes for passage if the parliamentary hurdles can be cleared.

The scenario was not improved by the fact that neither the views of the Carter Administration or the incoming Reagan Administration are known.

Stevenson opposes the special auto industry resolution on principle. Not only is he a free trader, but he feels the domestic industry needs the healthy competition offered by the imports. Chaffee described the resolution as bad legislation that would allow big industry to walk around the legal procedures embodied in the International Trade Commission.

The last-minute inclusion of auto parts—unless it is ditched by the full Senate — suggests another way to kill the measure indirectly.

• The House resolution had sailed through, 317 to 57, on Tuesday. Two hours before it did, the House Ways and Means Committee reported a slightly modified version, but the report itself was not expected to be filed until Friday — the last day of Congress. The customary three-day waiting period was suspended because proponents felt confident a two-thirds majority could be mustered.

Last-minute changes were made — and approved by the Justice Department — to narrow the waiver of the antitrust laws to be sure the application was to this resolution only and not to such crimes as price fixing. And the phrase "imports of autos and trucks" was changed to "increased importation of autos and trucks" to make it conform more closely to the trade law.

Report language was also added — to clarify the intent of Congress — that pay restraint should apply to white collar workers and officials as well as blue collar workers.

Further, Congress intends that overseas subsidiaries should refrain from seeking to restrain imports in their markets while the parent companies are doing the same to protect the home territory.

An amendment proposed by New York Rep. Barber Conable, the ranking Committee Republican, would have narrowed the Presidential authority even more, required the President to take into account various economic conditions, hold a public hearing and subject negotiations to congressional override. It was summarily defeated.

• But Minnesota Rep. Bill Frenzel, a conservative Republican, managed to get a few shots in. He said the only Japanese sin was to create good quality cars at reasonable prices and he inveighed against letting Ford Motor Co. and the UAW set trade policy.

If changes were to be made, he said, they should be made in

Continued on Page 38, Col. 3

Sweepstakes sweetheart

Harold Clizbe, center, president, Ballenger Automotive Service, Council Bluffs, Ia., takes title to this 1938 Ford Phaeton from Russ Richardson, right, Walker Mfg. Co. district manager, and Tom Scheel, territory manager for Walker. The '38 Ford was first prize in Walker's 1980 Olympic Trade sweepstakes.

DOE urges tax credits to boost 1990 CAFE

WASHINGTON. — The Department of Energy says the federal government should consider a CAFE target of 38 MPG for 1990 as part of a wide-ranging effort to wean the U. S. off imported oil.

In reporting on its eight-month study, the department suggests such a CAFE level would be within the reach of the auto makers with technology already in hand but that financial incentives would be cost-beneficial to insure it.

Done at the suggestion of DOE Secretary Charles Duncan and supervised by Assistant Energy Secretary William W. Lewis, the study says U. S. auto makers will reach a combined CAFE of 34.7 MPG in 1990 even in the absence of any refundable tax credits for each tenth of a mile-per-gallon a maker exceeds the 1985 standard, could produce a 38 MPG CAFE.

A further inducement to reach or exceed this standard would be to offer a tax credit of $73 per car for each mile-per-gallon the maker exceeds the standard, the study says.

Such a CAFE level would save the U. S. at least 130,000 barrels of oil per day by 1990 and 340,000 barrels per day by the year 2,000, the study says.

Tax incentives "would represent a more balanced approach to fuel economy improvements and would be consistent with other U. S. programs that subsidize residential conservation and production of alternate fuels," the study says.

Such assistance may be needed in any regard, since the shift to small cars makes pursuing advanced fuel-economy technologies less profitable, the study indicates.

• DOE expects small cars to take 37.7 percent of the market in 1990; mid-sized cars, 30 percent, and large cars, 32.3 percent.

Such a mix would produce a CAFE of 34.7 MPG but likely slow further research on fuel economy technologies such as variable valve timing, roller followers, continuously variable transmissions, diesel engines, turbocharged diesels and advanced electronics, the study says. Tax incentives might prevent this from occuring while also aiding the car makers, it says.

The DOE study also suggests imposition of a $10 per barrel tax on oil (24 cents per gallon.) Such a move would likely produce a CAFE of 39.1 MPG by 1990 and save the U. S. another 20,000 barrels per day in that year and 80,000 barrels per day by 2,000, it says.

Also under consideration is a requirement that all vehicles use fuel-efficient oils and tires and that tire pressure checks be mandatory in all state safety inspections and inspection-and-maintenance programs. Requiring valve stem caps that would show red when tire pressure is low is also being considered.

Even if only 20 percent of the driving public utilizes these technologies, further savings of 363,000 barrels per day could be achieved by 1995, the study says.

Recognizing the very real threat of another oil supply crisis, the study recommends that in the event of its occurrence, speed limits be reduced to 45 MPH, a four-day work week be imposed and school buses and the like be utilized to transport workers.

The DOE recommendations are directionally similar to

Continued on Page 8, Col. 1

EPA expected to ease CO rule for small cars

By Jake Kelderman
Washington Staff Writer

WASHINGTON.—The EPA is expected to announce this week a relaxation of emission standards for three models of automobiles that play a key role in the future profitability of the Big Three manufacturers.

According to reliable sources, EPA will waive the 1982 carbon monoxide standard of 3.4 grams per mile to 7.0 gpm for General Motors' new J-cars, Ford Motor Co.'s Escort/Lynx and their sporty derivatives the Ford EXP and Mercury LN-7, and Chrysler Corp.'s K-cars.

The move is expected to save the companies money (GM estimates between $30 and $40 per car) and enhance their fuel economy (GM estimates a 0.7 miles per gallon loss in fuel economy on the J-cars without the waiver).

Waivers from the carbon monoxide standard are available through the 1982 model year under the Clean Air Act. Previously, the EPA issued CO waiver for vehicles representing about 28 percent of projected 1981 sales and 13 percent of projected 1982 sales.

Ford and Chrysler had received waivers for their Escort/Lynx and K-cars for the 1981 model year, but had been denied the waiver for the 1982 model year on the grounds that they will have their emission control system sufficiently developed to meet the lower standard.

• EPA administrator Douglas Costle indicated a change of mind was coming on this matter last week, however, when he issued a public notice saying he expected to reverse himself on a denial he had made of GM's waiver request for its new J-cars on grounds that circumstances had changed.

Citing the industry's depressed state, the prospect for only slow recovery and the competition of foreign makers, Costle said that in the light of these facts "I should give additional attention to the large issues involved in assessing the potential impacts of this waiver decision on the public interest."

The 1981 and later model year CO standard of 3.4 gpm has been labeled too stringent by the auto makers. Recently, they were supported in that argument by the National Academy of Sciences, which found after a long study of the pollutant that a standard of 7.0 gpm was probably more reasonable. This finding is expected to play a key role next year when Congress reviews the Clean Air Act.

November total of 529,288 down almost 12 percent

U. S. new-car sales slump continues

By Jenny L. King
Staff Writer

Hopes for a year-end recovery for domestic new-car sales all but disappeared as the major U. S. auto makers reported an 11.67-percent decline in November, and an abysmal 28.93-percent drop during the last period. Only Chrysler Corp. made a gain, its sales up 2.56 percent for the month.

Imports continued on a level with year-ago sales, even edging ahead a few hundred units for a 0.25-percent increase in November. Import sales totaled 168,347, up from 167,929 and accounting for 24.13 percent of the market, compared with 22.18 percent in 1979.

U. S. auto makers reported a total of 529,288 retail deliveries for the month, down 11.67 percent from 599,247 a year ago and the lowest since the 505,511 reported in 1974.

With one less selling day this year (24, compared with 25 in 1979), the daily selling rate of 22,054 was down 7.99 percent from 23,970.

Third-period domestic sales totaled only 148,390, down 28.93 percent from 208,784 and the softest since 138,556 in 1970, a strike year.

Where Auto Market was in November

	Total Sales	Pct. of Total
SUBCOMPACT	107,581	15.42
COMPACT	154,903	22.20
INTERMEDIATE	155,320	22.26
STANDARD	75,594	10.84
LUXURY	35,890	5.15
IMPORT	168,347	24.13
TOTAL	697,635	100.00

• General Motors earned 62.31 percent of the domestic market in November, up from 61.34 percent in 1979. Ford sales accounted for 23.12 percent, down from 24.71 percent. Chrysler Corp., busy surviving, increased its share of the market to 9.96 percent from 8.58 percent. American Motors cornered 2.56 percent, down from 2.92 percent and Volkswagen of America had 2.05 percent, down from 2.45 percent.

GM sales for the month totaled 329,793, down 10.28 percent from 367,560. Ford sales dropped 17.39 percent, to 122,356 from 148,109. Chrysler sold 52,740 new cars, up 2.56 percent from 51,422. American Motors sales of

Continued on Page 6, Col. 1